

## Real Estate Ad Rubric

	<b>Excellent</b>	<b>Good</b>	<b>Fair</b>	<b>Poor</b>
<b>Content</b>	<p>You have followed all the directions and the information is presented neatly and is easy to read.</p> <p><b>And</b></p> <p>You have highlighted the positive aspects of your home, and have presented it in a way that might persuade a potential buyer.</p> <p><b>And</b></p> <p>Your ad uses appropriate architectural vocabulary, demonstrates correct grammar and spelling, and is well organized.</p>	<p>You have followed all the directions and the information is presented neatly and is easy to read.</p> <p><b>And</b></p> <p>You have highlighted the positive aspects of your home, and have presented it in a way that might persuade a potential buyer.</p> <p><b>But</b></p> <p>Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.</p>	<p>You have not followed all the directions; information is not presented neatly or is not easy to read.</p> <p><b>Or</b></p> <p>You have not highlighted the positive aspects of your home, or have not presented it in a way that might persuade a potential buyer.</p> <p><b>And</b></p> <p>Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.</p>	<p>You have not followed all the directions; information is not presented neatly and is not easy to read.</p> <p><b>And</b></p> <p>You have not highlighted the positive aspects of your home, or have not presented it in a way that might persuade a potential buyer.</p> <p><b>And</b></p> <p>Your ad does not use appropriate architectural vocabulary, does not demonstrate correct grammar and spelling, and is not well organized.</p>